

DECISION CRITERIA *Summary*

IN BRIEF

Selling without clearly defined Decision Criteria is like selling in the dark. For the customer it'll not be much different as they'll feel like they are buying based on gut feel.

TECHNICAL

Does your solution meet the technical requirements outlined by the customer?



ECONOMIC

Matters relating to your solution's viability from a perspective of finance, risk, and efficiency.



RELATIONSHIP

How closely do the values and direction of the two organizations align?



YOU NEED DECISION CRITERIA BECAUSE

- ▲ It is how the customer will judge your solution
- ▲ It will help you to shape your proposition to focus your messaging and strengths upon the areas that are relevant for your customer
- ▲ Often your customer will not have one, and you can help shape the project by helping to create it

ALWAYS CHECK

- ▲ That they have clearly understood and communicated the Decision Criteria across all stakeholders
- ▲ That you have a confirmed consensus on the Decision Criteria across all stakeholders
- ▲ That you have aligned yourself accordingly to the Decision Criteria